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Topics for the workshop on Rural Entrepreneurship

Rural Entrepreneurship

Who is a Rural Entrepreneur?

What are the traits of an entrepreneur

Challenges faced by Rural Entrepreneur

Entrepreneurship skills

What Skills Are needed in Rural Youths

What Learning Environment is conducive to Rural Entrepreneurship?

What is Lifelong learning

How to create critical thinking skills

How to create problem solving skills

How to develop communication and collaboration skills

How to collaborate

Innovation and Creativity

What is innovation

What are the stages in creativity

What are the basic requirements for creativity

What are the techniques for creative thinking

How to develop creativity and innovation

How to develop creativity and entrepreneurship

How to implement innovations

Implementation

How to manage goals and time schedule

How to work effectively in diverse teams

How to use project management processes

How to manage projects

What are the Factors to consider when building a Team

What are the aims of co-operative open learning

Training of Teachers in Entrepreneurship

What are the aims and pedagogy for Teacher Training

What Teaching Resources should be provided

What are the techniques for effective teaching innovation, creativity and entrepreneurship

What are the characteristics of learner based program

What are the learning techniques?

Finance

What are the sources of funding for entrepreneurial ventures

What are the rules by which these sources operate.

How much money can be raised and when should it be raised?

What is a reasonable valuation of the venture?

How should funding, employment contracts and exit decisions be structured.

Law

What are the basic laws and how they can help to build and protect the value of the business.

What are the legal rules that can undermine success if not properly addressed.

What is the Indian patent system and how to obtain patents.

What are the areas of intellectual property rights that can add value to a venture's business.

Leadership

How to locate and recruit talented people?

How to manage and keep them,

How to build a high-growth, long-term, sustainable company.

What are the different leadership styles that work in different situations.

What are the traits of personal leadership strengths and weaknesses to be effective in a given situation.

What are the process of negotiating for resources?

What are the analytic tools

What are the relationship-building skills.

Marketing/Planning

What is the product or service marketed?

Who are the customers for whom value is created?

How are they sold?

Will they pay for that value?

What are the key marketing concepts, methods, and strategic issues.

How to leverage limited marketing resources?

What is the process of identifying and quantifying market opportunities,

What is conceptualizing, planning, and starting a new enterprise.

What are the methods to understand "the customer" and methods that emphasize "the market."

What are the qualitative methods (interviews, focus groups, the voice of the customer, composing questions for a survey).

What are the quantitative methods (sampling, survey execution, quantitative data interpretation, conjoint analysis, factor analysis).

How to develop a business model and a plan, which describes the value created, for whom, what resources will be need, and how profits will be generated.

Operations

What are the innovation-based strategies as a source of competitive advantage?

How to build organizations that excel at identifying, building, and commercializing technological innovations.

What are the concepts and techniques for design, planning, and control of manufacturing and service operations :

(1) Operations Analysis,

(2) Coordination and Planning,

(3) Quality Management,

(4) Project Management, and (5) Logistics and Supply Chain Management.

Strategy

What factors affect organizational growth, where it wants to be, and how it can get there?

What should be the strategic management focus on important current issues. What are the modern analytical approaches on enduring successful strategic practices. What are the roots of long-term competitive advantage.

How to use a combination of case studies, simulations, readings, and, most importantly, lively discussion.